

## ABSTRACT OF THE INVENTION

System and method for tracking user activity. A user  
accessing a first web page is identified and an impression  
associated with the first web page that is selected by the  
5 user is determined. The impression is assigned a unique  
identification and is one of a plurality of impressions for  
directing the user to a second web page. The unique  
identification of the selected impression is transmitted to  
a website associated with the second web page upon the user  
10 selecting the impression and data is received from the  
website indicating that the user successfully performed at  
least one predetermined task and the unique identification.  
The received data is stored in a memory unit.